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A GENTLE'D LOOK FOR RESORT WEAR

The trend is away from gimmickry, and toward clean lines and comfortable, loose, away-from-the-body clothes for hot weather, at important resources. Indicative are the many "Big Tops," and "Big Skirts," the latter generally the more esthetically pleasing of the two. But there is BIG NEWS in day and evening dresses, fabrics, prints and colors.

The Bare Dresses:

The SUNDRESS is back -- as well as usually backless! In the RTW, not just the swimsuit, market; often in linen (yellow and other shades, Morty Sussman for Mollie Parnis Boutique), in rayon-linen (paprika, shamrock, blue, white, Rena Rowan of Jones N.Y.), in denim (Oscar II). The BARE MIDRIFF is seen throughout the market, but bare in front or just the sides more often than all around; typical of the first mentioned is the shirt-tied-in-front-only bodice (Donald Brooks). Bandeau Bras under open shirts or jackets (Carol Horn). (see also swimwear in right hand column, this page.)

The Street Dresses:

The SHIRTDRESS is everywhere, and looser for hot weather -- to wear belted or not -- the frankly shirt-chemise (Donald Brooks), plain chemise (Oscar II, et al). Tents -- Blousons (Anne Klein, Oscar II), back-bloused only (Hubert Latimer for Mollie Parnis Couture, Jim Baldwin). Wrapped dresses -- both front and back wrap over at left side (Brooks). In-or-out blouses and pleated skirts (Geoffrey Beene). 2-Piece Telescope Dresses, a street length dress that can go over a matching floor length skirt (Tina Leser).

Pantsuits, in flowered prints or solids, take a back seat now, are shown chiefly in moderate price ranges.

(continued on page 2)

BY THE SEA, BY THE BEAUTIFUL SEA

The beach scene has never looked more colorful -- or more comfortable -- as leading East and West Coast swimwear houses orchestrate new styling, new fabrics, new prints and new coverups for Resort and Summer.

The Big Trends:

The unconstructed, soft-bra V-neck halter maillot (scooped scandalously low in back) and bikini -- the all-around skirted fitted swindress (with sash and patch pockets on the skirt at Mary Ann DeWeese), and tunic with powernet tummy control panel underneath (Rose Marie Reid, many others) -- the important return of the real 2-piece bathing suit with proper shorts.

The Styling:

Empire plunge halters are in first place. Front slits, laced up or not, often continue into keyhole slits below the waistline. Zip fronts close over-the-shoulder sheaths with banded round neckline (Jantzen), close or plunge built-up maillots (Sinclair) and simplify mastectomy suits: flared-skirt swindresses (Brigance Waterclothes) and a cap-shouldered bateau neck swindress with waistband and Shirred skirt in a colorful floral patchwork print (De Weese). Strapless suits are cuffed, or not (Elisabeth Stewart, Roxanne, Gottex), one-shoulder suits are shoulder-tied (Gottex). Bandeau bras top bikinis, come also with matching pants and jacket to wear open or closed (Elisabeth Stewart).

Three New Bra Constructions:

The Upside-Down Bikini Bra: two triangles with a pair of straps both at top and bottom, one set to tie around neck, the other in back, so wearer can place the darted portion either to the front or to the side (Brigance). The Slide Bra, also

(continued on back page)

RESORT WEAR (continued from page 1)

New Way with Sleeves for Resort:

Long sleeves are rolled up above the elbow (Vera Maxwell) -- and crushed to same level (Oscar and Oscar II).

The Bare Evening Dresses:

Backless Halters are everywhere. Strapless is back (Bill Blass, Bill and Hazel Haire for Friedrichs Sport, Betsey Johnson of Alley Cat, Stephen Burrows). But the Big One is the ONE-SHOULDER decoll -- most imaginative, and ravishingly pretty: the one-shoulder halter that TIES IN A BOW at the opposite side of the neck (Donald Brooks). OFF-SHOULDER necklines return (Lew Prince of Larry Aldrich), are nicely ruffled over a bare back (Oscar II). A neat variation: ON-SHOULDER decoll, that is, shoulder-wide (Tina Leser). Bare looking SLIPDRESSES snuggle under matching jackets or shirtdress/coats everywhere. Tank Tops are given Establishment treatment. Young looking square necklines reappear (Paganne, Oscar II).

Roomy silk jersey TOGAS look newer than caftans (Halston), long skirts SWIRL about the body with alternately contrasting bias panels everywhere. Hems are RUFFLED -- are calf length (BB), but at the ankle or above everywhere also.

And, Oh, the Fabrics!

On the JERSEY Side: matte jersey, silk or not, is the Big one. Cotton jersey in prints (Paganne, Oscar II), in stripes (Oscar) -- silk jersey (Paganne) -- Qiana jersey printed (Paganne, Ole Borden), striped (Jerry Silverman), pin-tucked (Tina Leser) -- sueded cotton jersey (Geoffrey Beene).

The cottons: denim everywhere, but practically a staple of the collection at Oscar II -- mattress ticking (de la Renta, Sant'Angelo) -- crinkle cotton in white and colors (Halston) -- chintz (Don Simonelli for Company 5, also see under "reversibles" below) -- colorful poplin for rain or shine (Halston III) -- white cotton EYELET, an important returnee (de la Renta uses it even for the bride's dress, Oscar II, Tina Leser, Lew Prince of Aldrich, and long coverups at Catalina) -- eyelet paisley (Ole Borden).

Linen -- silk/linen (Brooks, Mollie Parnis, Parnis Boutique) -- gabardine, extra supple (Beene, Anne Klein, Oscar II).

The Synthetics: Ultra Suede in pastels (Halston, Vera Maxwell) -- printed imported cotton-suede (Adele Simpson) -- woven Qiana, very dry-hand, in hounds-tooth print (Vera Maxwell, Belle Saunders for Abe Schrader) -- polyester chiffon, hand painted (Jerry Silverman), printed, permanently pleated and washable (Vera Maxwell) -- Lurex/chiffon (Tina Leser) -- elegant white crepe (Brooks).

The Pure Silks: pink pongee -- silk Honan -- silk georgette, printed, solid -- crepe de chine.

Standout Novelties: PATCHWORK, real sewn patches (Design Thai, Mountain Artisans), turned inside-out (Paco Rabanne) -- REVERSIBLES, of chintz, in suit separates (Brooks Boutique), in large-orchid silk print to solid color silk (Star of Siam).

Color Standouts: lemon-canary beiges (Halston) -- purple, plum and orange (Anne Klein) -- (in Paris Ungaro shows prune, plum and salmon) -- Espresso brown-and-white (Jerry Silverman) and in the swim-suit and coverup market (this issue). But THE REAL STANDOUT: red, white, blue, used separately or together -- NO OTHER COLOR in the entire collection, yet it is anything BUT monotonous (Donald Brooks).

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INTERSTOFF (NOV. 20-23)

CLOTHING TEXTILES TRADE FAIR

More than 800 firms from 25 countries will exhibit at the Clothing Textiles Trade Fair in Frankfurt/Main, West Germany, from Nov. 20 to 23. Exhibits include men's, women's and children's wear fabrics; fibers and yarns; linings and interlinings; scarf fabrics and scarves; synthetic leather; accessories. Open only to authorized press, trade and buyers. Interstoff has scheduled its fairs for 1974: May 27-30 and Nov. 19-22. For brochure and list of exhibitors, contact: German-American Chamber of Commerce, 666 Fifth Ave., NYC 10019. Att: Mr. Hans Teetz, (212) 582-7788.

NEW YORK IS A WORLD-WIDE FASHION FESTIVAL!

Manufacturers from many lands converged on New York last month to show their wares for Spring and Summer. In this issue, FI notes highlights from three countries:

FINLAND

The Finnish collections showed as a group as well as at the European Fashion Fair, proved the most sophisticated in styling and spectacular prints, with greatest excitement in the following collections:

Fenno-Sport: eye-popping bold cotton prints in black-and-white, sometimes with a single red motif superimposed -- a patch pocketed shirtdress in a smashing green/white satin print -- a long satin tent printed with large black/white upside down chevrons and strewn with red flowers.

Rissanen: electrifying prints in young looking dresses made of finest mercerized or cotton sateen -- a bold, broken geometrics print combines beige/luggage/white/black -- a dress in blue-and-white stripes has a diagonal border print of huge red flowers -- and a long halter-top dress of multi-geometrics on black cotton is an absolute show stopper.

Vuokko: spectacular space patterns, black on white, or vice versa -- giant black-and-white windowpane pattern on a long, sheer cotton tent -- a smashing black on white graphic print repeated only twice across a long kabuki-sleeved shirtdress.

ISRAEL (ATID)

This now well-developed fashion industry specializes in desert-cool cottons. Many of the larger resources have their own vertical operation so that art-prints can be woven to single dress length. Of forty houses showing here, FI found these newsiest:

BASHAN: romantic DENIMS -- beautiful Schiffli embroidered roses on white or navy denim -- sensuous brushed light blue denim -- black denim pantsuits -- best looking, surprisingly: a waist length denim jacket with shirred waist, short Raglan sleeves and red zipper front.

KLIL YOFI: this beach and swimwear house also makes Wonder Bra for Israel and Europe -- fabulous geometric prints here in Antron jersey sundresses, in bra and pants coverups, V-neck overalls -- a charming print in shirred-top bra and miniskirt for juniors.

RIKMA: she invented her own machine to half-knit, half-weave, cool, soft, non-wrinkling "desert cloth" such as Arabs wear on their heads -- made into memorable caftans and semi-caftans in black/white or black/red prints, some in hand-blocked motifs taken from portions of ancient embroidery -- to retail here for around \$60.

ISRAEL ROSEN: everything here is made of a lightweight terry in fantastic colors and patterns -- chic long halter dresses -- a camisole topped long has a white bodice top-banded in red, and a medium blue skirt -- one in cornflower blue has a deep V-neck and two bands through the bodice of lemon yellow -- a long, vivid green-and-white print is engineered so its border pattern falls at the hemline, will retail for \$30-\$35 -- all in terry!

SWEDEN

Lively designs and prints -- many machine-washable novelties -- most interesting:

JER-SEA OF SWEDEN: Hans Heitsch designs his own prints, uses nylon/Lycra for the first time in swimsuits and coverups -- tie-dye effect spectrum prints in long skirts.

RUDHOLM: this is another master of the show-stopping print -- a silky cotton shirt-dress in an ivory/cocoa/black multi-patch stripe print, another, in interrupted stripes is washable cotton jersey that feels like whipped cream.

TONNIE: this vivacious young blonde has a great little red thumb print inside the windowpane plaid on beige Qiana twill -- silky, floral printed English cotton so fine, you can't see the weave -- suits and pantsuits in beige silk/polyester -- and everything is washable.

on bikinis, is tunneled so sections can be moved closer to the center or more to the side, wherever fullness is more needed (throughout market). And belted sheaths with inverted pleats under each breast to provide extra material if needed (RMR).

More on Bras:

There are soft or no-bras, fiber-fills, moulded bras and built-in bras for '74. Built-up suits with scoop necks or wide V's, surprisingly pretty now, come with B, C, and D cups on tunics sized 32 to 40 (Roxanne), up to C-plus in misses as well as 38 to 46 sizes (Robby Len), and soft bras, even on bikinis, can hold full C cups and even halter tops are cut for full bosoms (De Weese).

These Coverups are Legal!

The Bra Dress is the Big one for '74. Also called patio or play dress, it is sometimes short, but most often long, and made with the same Shirred plunged V-neck halter top as the suits, in the same prints, if not fabrics. The matching beach shirt is a surprise returnee. Skirts continue to have their adherents: flippy short ones, over matching bikinis, can go to the beach, to town, golf or tennis court (Design Thai); and maillots that look like bodysuits, or else like the tops of evening gowns, plus matching long tie-on skirts, can double for glamorous evening dresses (best at Brigrance, Gottex, Sinclair).

S-T-R-E-T-C-H Fabric is Everywhere:

As are all-manmade fibers: Lycra spandex powernet in suits that "hold you" -- nylon/Lycra tricot looks and feels like matte jersey, is widely used in soft suits -- 2-way stretch Lycra/nylon "Second Skin" bodysuits are so tissue sheer, they have to be lined, dry fast and are said to be the closest thing to skinny-dipping (Catalina is among those that have it). Stretch-nylon has more body than the tricot. Then there are Antron-Lycra knits (RMR); Qiana-Lycra (Roxanne); spandex-nylon doeskin (also polyester knit) appliqued with charming white daisies, fish or butterflies on navy, black, cocoa brown or pink (De Weese); stretch lace

and non-stretch but exquisite, shell stitch crochet (Catalina).

Denim is elasticized with Lycra (Gottex); and has a whitish "scrubbed" look pattern on faded blue or brown ground (Robby Len).

Simplex is a grand new full-bodied Antron nylon jersey with a visual resemblance to doubleknit, is used mostly in rich looking white robes and beach dresses. But its sibling Satin Simplex comes in colorful prints of large, oversize mums, is made into sashed swimsuits with boy leg or petal skirt, also bikinis (De Weese).

Nyesta, a lighter weight Antron jersey, also used for coverups, has a slight nap and takes to brilliant colors.

New Terries: a soft, thin and silky acrylic terry, in coral, yellow, white and cornflower is used for zip or button front beach dresses and kimonos with tunneled waist (Jantzen); and an Orlon/Dacron stretch terry in beach shirts and long robes, either wrap or button front, comes in white and 7 colors (Catalina).

Prints and Colors:

FI noted the prevalence of cocoa-or brown-and-white, in prints or via bandings.

Solid colors look fresh again, if only because they stand out among all the welter of prints: sea, sand and surf motifs -- fauna and flora of Pacifica, Polynesia and points East -- balloons and bubbles (Donald Brooks for Sinclair) -- polka dots, multi-dots and Hotten-Dots -- paisley and patchwork -- abstracts -- broken geometrics -- stripes and chevrons -- Tinker Toys (Sinclair) and MTA subway maps of NYC (RMR) -- spaced prints and cluster prints -- prints on prints, such as cool white leaves on green gingham checks -- clean, simple prints and multi-color fantasy prints.

COMING UP IN FI:

...Paris Pret-A-Porter
...Italian Spring Collections
...American Spring Ready-To-Wear

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